Leadership Message

THIS NEW MUSEUM will be a place where all Americans and visitors from around the world can learn about the richness and diversity of the African American experience, what it means to their lives and how it helped shape this nation.

Located on the National Mall, adjacent to the Washington Monument, the museum will be a beacon that reminds us of who we were, the challenges we still face and what we can become. It will be an achievement, a testimony and a destination.

Through the Smithsonian Campaign, you can help create an unprecedented opportunity to explore and revel in African American history and culture.

Your gift will enable the museum to tell a compelling part of the nation’s story through interactive exhibitions featuring innovative research and technologies, engaging new audiences now and for generations to come. We invite your support.

Thank you.

Lonnie G. Bunch, III
FOUNDED DIRECTOR
NATIONAL MUSEUM
OF AFRICAN AMERICAN
HISTORY AND CULTURE
The National Museum of African American History and Culture represents a national initiative of profound cultural importance. It will tell a more complete American story by looking at the nation's history through an African American lens. Private giving supports the construction of the new museum and the creation of exhibitions and public programs designed to stimulate a dialogue about race in America and foster a spirit of reconciliation and healing.

OUR GOAL

$270 MILLION
Building a New National Museum

We invite you to invest in building a national icon, increasing our collection of African American treasures and presenting America’s story in all its diversity.

**CREATING A NATIONAL TREASURE**
The National Museum of African American History and Culture was established by an Act of Congress in 2003 as the Smithsonian’s 19th museum. When it opens on the National Mall in 2016, the nearly 400,000-square-foot building will be the nation’s largest museum devoted exclusively to African American history and culture.

The museum already has an established presence. It exists through a temporary gallery in the Smithsonian’s National Museum of American History, traveling exhibitions, a wide range of public programs and a robust online presence.

A museum for all Americans, it will bridge a major gap in our national memory by focusing on a wide arc of history — slavery, Reconstruction, the Harlem Renaissance, migrations to the North and West, segregation, the Civil Rights Movement and beyond. It also will address contemporary issues and celebrate African American creativity and cultural expression.

**CAPITAL CAMPAIGN**
The museum’s $540 million cost covers its design and construction and the installation of permanent exhibitions. It is a public-private partnership: federal appropriations are providing half of the funds and the museum is raising the balance through philanthropy. Your support will help the museum become a 21st-century center for learning and collaboration, open to all and free of charge.

**EXHIBITIONS**
Museum exhibitions will trace American history from the 15th century to the present. They will include Slavery and Freedom; Cultural Expressions; Defending Freedom, Defining Freedom: The Era of Segregation 1876–1968; Musical Crossroads; A Changing America: 1968 and Beyond; Taking the Stage; and Sports: Leveling the Playing Field.

**ICONIC DESIGN**
The three-tiered building with its distinctive bronze-colored corona reflects the faith, hope and resiliency of the African American spirit. Designed to achieve LEED-Gold certification, the iconic structure will be the first green building on the National Mall.
Our Campaign Priorities

“By investing in this museum, I want to help ensure that we both honor and preserve our culture and history, so that the stories of who we are will live on for generations to come.”

—OPRAH WINFREY
COUNCIL MEMBER AND FOUNDING DONOR

Our priority is to fund capital costs associated with building this new national museum.

MUSEUM GALLERIES, EXHIBITIONS AND PUBLIC SPACES
Gift opportunities with naming recognition start at $2 million and will fund permanent galleries, exhibitions and public spaces, such as theaters, a museum shop, classrooms, a cafeteria, the Central Hall and the VIP Reception Suite and Terrace.

GIFT OPPORTUNITIES WITH PERMANENT RECOGNITION
• Founding Donors—$1 million or more
• Major Contributors—$100,000 to $999,999
• The 2015 Society—$25,000 to $99,999

The nearly 400,000-square-foot museum will feature architectural elements, such as the Contemplative Court, that reflect the faith, hope and resiliency of the African American spirit.

FOR MORE INFORMATION, CALL 202.633.4751 OR VISIT NMAAHC.SI.EDU.

THE SMITHSONIAN’s financial foundation is provided by the American people, through Congress and generous donors willing to invest in ideas. The $1.5 billion Smithsonian Campaign, the most ambitious in history for a cultural institution, will spur the Smithsonian’s 19 museums, nine research centers and the National Zoo to spark discovery, tell America’s story, inspire lifelong learning and reach people everywhere.

The National Museum of African American History and Culture is raising $270 million of the campaign’s overall goal.
The American people, through Congressional appropriations, are financing half the cost of the museum’s construction on the National Mall. The museum is raising the balance through private philanthropy.

COVER The National Museum of African American History and Culture’s permanent home will open on the National Mall, adjacent to the Washington Monument, in 2016.